

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 6701-A1-WHITE WATER-Reg. No. 98981-Page-4/C-Bleed-(8-3/4" x 11-1/2")-National Magazines, 1988
Printed in U.S.A.
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**A New
Menthol**

Made especially for menthol smokers by Marlboro.

**Marlboro
LIGHTS**

16 mg. "tar," 0.7 mg. nicotine
av. per cigarette by FTC method.

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



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